REMARKS

Claims 1-26 are pending in this application. Claims 1-6, 8-9, 14 and 16-26 stand rejected, while claims 7, 10, 12-13 and 15 are objected to as being dependent upon a rejected base claim. Reconsideration and allowance in view of the following amendments and remarks are requested. By this Amendment, Applicant has amended claims 1-3, 6-7, 9, 11, 14, 17-18, 20, 23-26. Applicant has also canceled claim 5 and added new claim 27. Support for the new claim and amendments can be found in the specification and claims as originally filed. For example, support can be found at page 3-4, paragraph [0019-0021] in the present specification. Applicant has also made amendments to the claims for the purpose of clarity rather than patentability. The new claim and amendments introduce no new matter, and thus, their entry is respectfully requested.

Claim Rejections – 35 U.S.C. § 102

Claims 1-6, 8-9, 11, 14 and 16-26 stand rejected under 35 U.S.C. § 102(e) as being anticipated by Clapper (US6823257).

In order to expedite prosecution but without conceding the correctness of the above rejection, Applicant has amended claim 1 and other claims dependent therefrom. In view of the above amendments and the arguments set forth below, Applicant submits that the above rejections are rendered moot and have been overcome. Specifically, claim 1 has been amended to include, inter alia, the element, "...said marker module can transmit said marking information via a short-distance wireless message."

Clapper does not teach the claimed method as amended. Clapper discloses a system and method for locating and orientating via a mobile communication system. The hardware infrastructure disclosed in Clapper includes a mobile phone 12, a cell cite 16 with a base station and a tower 18, and a service provider 14. The infrastructure of Clapper is similar to conventional mobile communication networks with the addition of a couple of databases (col. 3, ll. 13-31) and software modifications to provide the orientating and locating functions of the system. The present claims as amended, however, are directed to a method for performing services of a mobile phone where the methods and services differ from the locating and orientating functions described by Clapper. For example, setting a marker module which can transmit by its transmitting module marking information via a short-distance wireless message or signal according to the claimed invention is one distinction over the method and system taught by Clapper. In contrast to the present invention, the base station of Clapper operates by transmitting a wireless signal according to mobile communication protocols such as GSM, CDMA, etc. Thus, the signal transmitted by the base station in Clapper is not a short-distance wireless signal or message that may contain the marking information of both the marking module and the marked objects in accordance with the claimed invention.

Further, the present claims, as amended, include, inter alia, the element, "setting a wireless identifier module in the mobile phone, wherein said identifier module can receive the short-distance wireless message transmitted by the marker module...." With respect to the "identifier module" of the present claims, there is no similar device or identifier module disclosed as part of the system or implemented in the method of Clapper. The mobile phone of the present claims provides the above described identifier module, in addition to the wireless transceiver provided in

conventional mobile phones. While the wireless transceiver transmits and receives signals according to the mobile communication protocols such as GSM and CDMA, it is the identifier module that can receive a short-distance wireless signal or message. Thus, the operation modes of a conventional wireless transceiver and the claimed identifier module are clearly different, and the identifier module according to the claimed invention is not taught or suggested by Clapper.

The present claims, as amended, also include, inter alia, the element, "storing preset entry trigger records in the mobile phone, wherein said entry trigger records comprise a corresponding relationship between predefined a marking information and a predefined entry trigger service...." In contrast, the conventional mobile phone, such as the one disclosed in Clapper, does not preset entry trigger records and as such does not store preset entry trigger records according to the claimed invention.

Finally, the present claims, as amended, include, inter alia, the element of, "retrieving corresponding marking information from the short-distance wireless message received from any one marker module by said identifier module; and when the mobile phone determines based on the retrieved marking information that the mobile phone enters an area marked by said marker module and an entry trigger service corresponding to the retrieved marking information is contained in said entry trigger records, performing the corresponding entry trigger service."

In the claimed method, a short-distance wireless signal is transmitted by the marker module in a mobile communication system, which has no relation to a base station. Next, the identifier module added in the mobile phone receives the wireless signal and retrieves the marking information. Based on the marking information, the mobile phone determines whether it has entered the marked area of the marker

module. If the mobile phone has entered the marked area, it further determines whether an entry trigger service corresponding to the retrieved marking information is contained in the entry trigger records, and if there is an entry trigger service, the mobile phone performs the entry trigger service. Accordingly, among other things, the present invention allows a mobile phone to automatically determine whether it has just entered a marked area based on the received marking information, and to automatically perform a corresponding entry trigger service when needed. The entry trigger services could include, e.g., setting call divert, setting call restriction, sending short message, entering sleep mode, setting alarm, setting ring types or adjusting volume, etc. Therefore, the present invention is clearly distinguished from the method and system for providing locating and orientation functions taught by Clapper.

Thus, in view of the above amendments and arguments, the claimed invention is distinguished from Clapper, which does not teach or suggest all of the elements of the present claims. As such, Clapper does not anticipate the above referenced claims and Applicant has overcome the rejections and objections in the present office action as the base claims are allowable.

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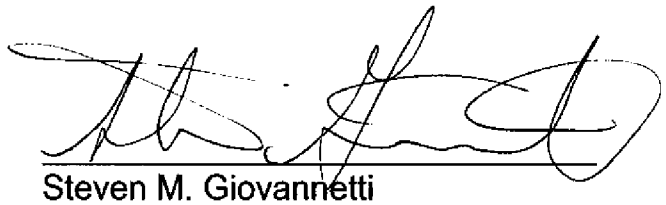
CONCLUSION

In view of the foregoing, it is submitted that this application is in condition for allowance. A Notice of Allowance is hereby respectfully requested. If the Examiner has any questions or matters that can be expediently handled by telephone, he is encouraged to contact the undersigned at (310) 788-3231.

Respectfully submitted,
Perkins Coie LLP



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Steven M. Giovannetti
Reg. No. 51,739

Correspondence Address:
Customer No. 34055
Perkins Coie LLP
Patent – LA
P.O.Box 1208
Seattle, WA 98111-1208
Telephone: (310) 788-9900
Facsimile: (206) 332-7198